Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

SHOUT
SHARE
IT

CLARENCE B. FARGO

1903- -1941

Frenchtown, New Jersey

GLORY MIXTURE

To Our Flower-Loving Friends,
EVERYWHERE in the U. S. A.

Dear Friends;

If you actually knew that we could bring added pleasure and satisfaction to your flower gardens you would "jump at the chance," - now, wouldn't you? We all of us know that the Gladiolus is one of the most satisfactory of all garden flowers. Thousands already know the added pleasure that "GLORY MIXTURE" offers, but other tens-of-thousands have yet to learn and therefore this letter-folder is by way of being educational.

"GLORY MIXTURE" in ANY garden will prove to be a REAL revelation of Gladiolus charm and beauty. Full evidence of this statement is to be found in the authentic letters from pleased and delighted customers from which we quote, for your information, within the compass of this folder. The actual letters from which we quote are to be found in our office files and are available for examination by any interested parties without reservation.

For your own greater pleasure and satisfaction we want you to read every word of this interesting letter-folder. We have endeavored in every way to be frankly honest in every assertion but we know that you cannot fully appreciate the full meaning of the words unless you have the actual experience of planting and growing "GLORY MIXTURE" yourself in your own gardens; then you will actually know how delightful is the experience.

We say to you, give "GLORY MIXTURE" a chance to prove every word of this assertion as plain fact and truth. Send your orders today; to delay is, many times, to forget - and regret. So send NOW.

Yours for a Gardenful
of Pleasure and Satisfaction,

CLARENCE B. FARGO

P. S.: Also make sure to observe the several desirable offerings on enclosure sheet. You will surely find something there to interest you too.

"GLORY MIXTURE" Gladiolus

A Gardenful of Gorgeous Blooms from July to October
At Amazingly Small Cost

100 Bulbs Only $1.10 **200** For $2 **1,000** By Express For $8.75

For Most In Pleasure and Satisfaction Be SURE to Plant "GLORY MIXTURE"

"GLORY MIXTURE" will prove to you to be a REAL revelation of Gladiolus charm and beauty. It is not to be confused with common ordinary mixtures made up largely of odd lots or a few miscellaneous named varieties mixed up together. "GLORY MIXTURE," for years, has proven a delight and a real surprise to a host of flower lovers everywhere and these delighted customers have been loud in their praise and commendation.

Each year additional varieties of new types and colorings are added to make "GLORY MIXTURE" well balanced as to color and a host of outstanding varieties makes this superb mixture to stand out in a class by itself. It is therefore no wonder at all that our customers come back again and yet again for more and to praise "GLORY MIXTURE" highly to their friends.

"GLORY MIXTURE" is a blending together of every hue and color; all combined to make and hold friends. This great mixture consists only of the large-flowering sorts of both the plain petaled and the lovely ruffled types and it is the most widely known mixture in commerce today.

The advance information we give you concerning "GLORY MIXTURE" is so frank, and the commendations of this mixture as quoted from the actual letters of pleased customers who have grown them in their own gardens are so authentic and verifiable that no one can reasonably for a moment doubt the full truth of the fact that, in the planting of "GLORY MIXTURE," a new and a delightful experience really awaits you. We could sell cheaper bulbs easily at the same low price we ask for "GLORY MIXTURE" and make a bigger profit for ourselves, but we don't — and WON'T. We are so thoroughly convinced that "GLORY MIXTURE" is the best possible mixture at a price within the reach of all that we offer no other mixture at ANY price. Three important facts guide us in this: 1. The high reputation of our specialist growers is of many years standing. 2. The glowing testimonials we receive from customers after they have flowered "GLORY MIXTURE" in their own gardens. 3. The actual tests we make each year on our own grounds.

Make no mistake concerning it — a REAL revelation of Gladiolus charm and beauty sure awaits YOU in "GLORY MIXTURE." This at no greater cost than that of common ordinary mixtures of which you know nothing in advance. Therefore, for your own protection and for the highest degree of pleasure and satisfaction, be SURE to plant "GLORY MIXTURE." Tell your friends about "GLORY MIXTURE." Send your orders NOW.

"GLORY MIXTURE" is SPECIALIST GROWN

The growers of "GLORY MIXTURE" are worldwide-known specialists. Backed by their knowledge and experience; they use great care in growing, curing and caring for the bulbs in all stages. All bulbs shipped out are strictly young, vigorous stock grown in fine sand loam soil. All this goes to assure Quality Bulbs and to give you the success you are looking for. Our growers have had as many as 80 acres in Gladiolus alone in a single season. Their methods are modern and scientific in every respect for the production of fine healthy bulbs.

GUARANTEE

The bulbs in "GLORY MIXTURE" have been State inspected where grown, by the Department of Entomology and have been given a certificate as free from thrips and disease. You can plant these bulbs freely in full confidence of maximum results and complete assurance of highly satisfactory performance under all normal conditions of care and culture.

AND HERE'S ANOTHER GARDEN THRILL!

Giant Dahlia-Flowered Zinnias
In The Lovely New PASTEL Shades

Gladiolus and Zinnias are two of the most favored of flowers for the home garden, and well they merit this distinction for they are two of the most easily grown with uniformly high and satisfactory results even under neglectful culture.

GIANT ZINNIAS, with the old, rusty, dark, unwanted colors eliminated are surely "a dream come true." They beautify the home surroundings for an entire season and they provide an abundance of choice blooms for cutting all summer long.

In the lovely new pastel shades of pink, rose, white, canary, lavender etc.—we call them the "happy colors"—the flower lover is sure to find immense delight. And then, too, these giant flowers measure up to as much as five inches across. Yes; they will please you—this marvelous collection of lovely pastel shades.

Our liberal JUMBO PACKET of seed costs you only 25 cents. Would you miss it at such a price? We think not. Better yet, a full ounce of seed costs you but one dollar. Better order a supply of Giant Dahlia-Flowered Zinnias in the new pastel shades RIGHT NOW

Plant Some at Two Week Intervals
April to Mid-July
For Continuous Succession of Bloom
From July to October
PLANT "GLORY MIXTURE" LIBERALLY
100 Bulbs only $1.10.
200 for only $2.
1,000 by Express $8.75.

What They Say About "Glory Mixture"

J. E. K. writes: "I got 1,000 of your Mixture last year and think they were **the finest mixture** I have ever had."

Mrs. W. P. T. states: **"They proved so satisfactory** that I am reordering."

W. J. B. tried two lots of 1,000 each; then ordered 3,000 more, and wrote: "They have been quite successful."

J. W. W. says: **"Simply beautiful.** Many have seen them and commented on the beautiful markings and we have been happy to give your address."

H. G. M. writes: "I wish you could see the size of the flowers. **I am well satisfied."**

A. L. W. concludes: "The bulbs have proven to be very satisfactory; all (300) of which I believe have bloomed."

The above are extracts from letters on file in our office; open for inspection and verification to parties interested in seeing for themselves the spontaneous and authentic commendation as expressed by pleased and delighted customers.

CLARENCE B. FARGO

ESTABLISHED – 1903 –

Frenchtown, N. J.

GLORY MIXTURE

U. S. DEPARTMENT OF AGRICULTURE,
WASHINGTON, D. C.
BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases
R. N.
8—3291
JAN 11 1941
N. J.
JAN 7
1941

"GLAD" TIDINGS
FROM
CLARENCE B. FARGO
Frenchtown, N. J.

62.57

Three Outstanding NAMED Varieties

PICARDY *THE WORLD FAMOUS GOLD MEDAL WINNER*

EVELYN KIRTLAND

This variety is the most outstanding Gladiolus introduced in the past decade and the most popular and best known sort of the day. PICARDY literally took the Gladiolus world by storm with its advent. It was awarded First Prize at the Chicago "Century of Progress" Exposition and it also ran away with the Blue Ribbon at the 1935 National Flower Show. Its wondrously brilliant flowers are slightly ruffled, very large in size, and waxlike in appearance. The color is a magnificent clear shrimp-pink. PICARDY has been variously described as "glorious," "amazing," and "magnificent." This great Gladiolus has clearly merited every bit of its great and lasting popularity. In 1935, PICARDY bulbs sold at 25 cents each or $16. for 100 bulbs. As production increased the stock available for distribution, and they have become more plentiful, they are now priced easily within the reach of every purse.

30 bulbs for only $1.10 **60 For $2.**

P[illegible]GRINA **Strikingly Beautiful BLUE Gladiolus**

[illegible]A is one of the richest of all Gladiolus in coloring; a rich, deep violet-blue and it is a rare beauty indeed. There are never nearly enough BLUE flowers in our gardens and PELEGRINA therefore is exceptionally desirable in any garden. They are sure to add class and distinction to any planting. The large flowers of PELEGRINA always prove a perfect delight. We think this can be accounted the best BLUE in the Gladiolus nomenclature and, best of all, the bulbs are obtainable at a reasonable outlay.

25 bulbs for only $1.10 **50 For $2.** **100 — $3.75**

EVELYN KIRTLAND ILLUSTRATED

Concerning this amazing Gladiolus our picture, we think, will tell you more than mere words; several spikes of EVELYN KIRTLAND in the arms of the young lady clearly showing what a remarkable flower we really have here. Gorgeous spikes of bloom far taller than she who seems to gaze in wonder and appreciation.

Our picture however gives you no hint whatsoever as to the coloring in this marvelous flower. You really need to see it in bloom to get the real appreciation of rare beauty and perfect charm.

The wonderful blending of pink tints in the large open flowers is a revealing marvel of nature so that we cannot adequately describe it acceptably; it must be seen to be fully appreciated as it is entitled to be. You will make no mistake in planting some EVELYN KIRTLAND; you will make a mistake if you don't.

20 bulbs for $1.10 **40 for $2.**